

What is claimed is:

1. A method to generate and manipulate visitor traffic at a computer network site and to direct said traffic to off-line business sites comprising the steps of:

- a) providing at least one site accessible to at least one visitor;
- b) communicating to said at least one visitor that there is an availability of compensation, said availability of compensation associated with said at least one visitor accessing said at least one site;
- c) providing an adjustable lead period, wherein said adjustable lead period comprises at least one requirement;
- d) initiating said adjustable lead period;
- e) indicating to said at least one visitor
 - i) that said adjustable lead period has been initiated; and
 - ii) a relative progress of said adjustable lead period; and
- f) initiating an availability period if said at least one requirement of said lead period is met, wherein said initiation of said availability period comprises indicating to said at least one visitor information sufficient to enable said at least one visitor to obtain said compensation.

2. The method of Claim 1, wherein said step e) comprises graphically representing that said adjustable lead period has been initiated and said relative progress of said adjustable lead period.

3. The method of Claims 1 or 2 wherein said step f) further comprises directing said at least one visitor to make a phone call, send an electronic mail, visit another network site, or visit an off-line merchant to obtain said compensation.

4. The method of Claim 1, further comprising prompting said at least one visitor for visitor information and using said visitor information to direct targeted messages to said visitor.

5. The method of Claim 1, wherein said at least one requirement is a passage of an adjustable amount of time.

6. The method to manipulate visitor traffic at a computer network site of Claim 1, wherein said at least one requirement is said at least one visitor entering a predetermined amount of visitor information.

7. A method to generate and manipulate visitor traffic at a computer network site and to direct said traffic to off-line business sites comprising the steps of:

- a) providing at least one site accessible to at least one visitor;
- b) communicating to said at least one visitor that there is an availability of compensation, said availability of compensation associated with said at least one visitor accessing said at least one site;
- c) providing an adjustable timed lead period having a selected duration;
- d) initiating said adjustable timed lead period;
- e) indicating to said at least one visitor
 - i) that said adjustable timed lead period has been initiated; and
 - ii) a relative progress of said adjustable timed lead period; and
- f) initiating an availability period when said selected duration ends, wherein said initiation of said availability period comprises indicating to said at least one visitor information sufficient to enable said at least one visitor to obtain said compensation.

8. The method to manipulate visitor traffic at a computer network site of Claim 7, wherein said step e) comprises graphically representing that said adjustable timed lead period has been initiated and said relative progress of said adjustable timed lead period.

9. The method to manipulate visitor traffic at a computer network site of Claims 7 or 8 wherein said step f) further comprises directing said at least one visitor to make a phone call, send an electronic mail, visit another network site, or visit an off-line merchant to obtain said compensation.

10. The method to manipulate visitor traffic at a computer network site of Claim 7, further comprising prompting said at least one visitor for visitor information and using said visitor information to direct targeted messages to said at least one visitor.

11. The method of Claim 1 wherein said adjustable lead period is adjusted while said adjustable lead period is in progress.

12. The method of Claim 2 wherein said adjustable timed lead period is adjusted during the adjustable timed lead period.

13. The method of Claim 1, further comprising prompting said at least one visitor for visitor information and communicating to said at least one visitor selected information about said at least one requirement if said at least one visitor provides a predetermined amount of visitor information.

14. The method of Claim 7, further comprising prompting said at least one visitor for visitor information and communicating to said at least one visitor selected information about said duration said adjustable timed lead period if said at least one visitor provides a predetermined amount of visitor information.